

Time and Cost for ATP Proposal Preparation

The *Survey of ATP Applicants 2002* collected information on the amount of time and cost companies expended to prepare a proposal for the Advanced Technology Program (ATP). The Advanced Technology Program (ATP) tries to make the proposal process easy for companies.



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Respondents indicated

- a) The total number of staff hours used in preparing their ATP proposal
- b) The total cost to their company in preparing the proposal
- c) Whether they prefer to submit proposals in a single stage that combines technical and business plans or in multiple stages.

Companies applying for an ATP award devote varying levels of resources to proposal preparation

- The median ATP applicant devoted 200 staff hours to its ATP proposal. The total company cost of preparing an ATP proposal for the median applicant was \$12,500.
- Figure 1 shows the distribution of total staff hours devoted to ATP proposal preparation. About three-quarters of all applicants devoted less than 240 hours of staff time to their proposal. The 2002 applicants devoted less staff time, on average, to preparing their proposals than did the year 2000 applicants (for whom two-thirds devoted less than 240 hours).
- Figure 2 shows the distribution of cost to companies in preparing their ATP proposal. About three-quarters of all applicants spent less than \$20,000. The 2002 applicants spent less money, on average, than did the year 2000 applicants (for whom two-thirds spent less than \$20,000).

Figure 1.

Total Staff Hours Used in Preparing ATP Proposal

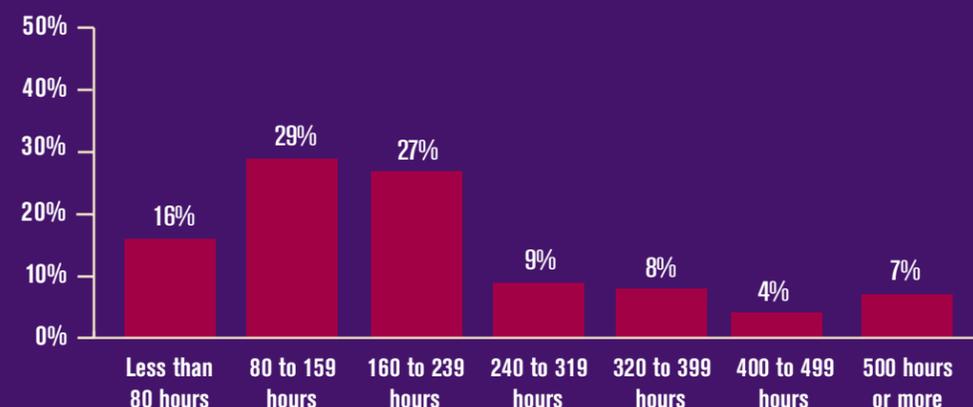


Figure 2.

Total Cost of Preparing ATP Proposal



Time and cost for ATP proposal preparation differs by applicant type

Joint Venture Companies and Single Companies

- Joint Venture lead companies devoted the largest amount of staff time to proposal preparation, followed by single companies. Joint Venture partner companies spent less time.
- Among Joint Venture lead companies, the median amount of staff time was 280 hours. Among single companies, the median was 200 hours, while for Joint Venture partner companies the median was 120 hours. (See Table 1.)
- Joint Venture lead companies experienced higher total costs in preparing an ATP proposal, relative to Joint Venture partner companies and single companies.
 - The median cost for Joint Venture lead companies was \$35,000. For Joint Venture partner companies and single companies, the cost was \$12,500. (Table 1.)

Large Companies and Small Companies

- Large companies devoted more resources than Small companies to ATP proposal preparation.
 - Comparing total cost, the median for Large/Medium companies was \$17,500, and for Small companies it was \$12,500. (Table 1.)

Awardees and Nonawardees

- ATP Awardees devoted more effort to preparing proposals than Nonawardees.
 - Comparing total cost of proposal preparation, the median cost for Awardees was \$17,500, compared to \$12,500 for Nonawardees. (Table 1.)

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TABLE 1.

Total Staff Hours and Cost in Preparing ATP Proposal, by Applicant Type

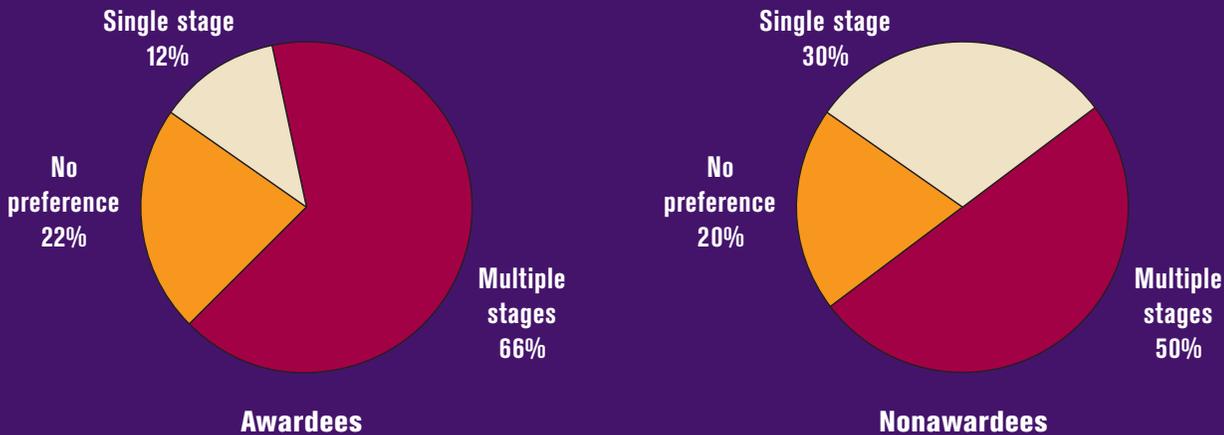
	JOINT VENTURE LEAD COMPANIES	JOINT VENTURE PARTNER COMPANIES	SINGLE COMPANIES	LARGE/MEDIUM COMPANIES	SMALL COMPANIES	AWARDEES	NONAWARDEES
Total Staff Hours							
75th Percentile	440	200	280	280	280	360	200
Median	280	120	200	200	200	200	200
25th Percentile	200	60	120	120	120	120	120
Total Cost							
75th Percentile	\$62,500	\$17,500	\$25,000	\$35,000	\$25,000	\$35,000	\$17,500
Median	\$35,000	\$12,500	\$12,500	\$17,500	\$12,500	\$17,500	\$12,500
25th Percentile	\$12,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500

Applicants prefer a proposal submission process consisting of multiple stages, rather than a single stage

- Overall, applicants prefer multiple stages in the proposal submission process. Two-thirds of Awardees and one-half of Nonawardees prefer multiple stages. (Figure 3.)
- About one-fifth of the applicants reported having no preference regarding the number of stages.
- However, one-third of Nonawardees reported a preference for a single stage in the proposal submission process, while only one-tenth of Awardees said that they prefer a single stage process.

FIGURE 3.

Preferred Submission Process for Awardees and Nonawardees



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Companies seeking to partner with the Advanced Technology Program (ATP) submit proposals to the ATP. Proposals must be for the development of innovative technologies that could not obtain private funding due to the high technical risk and that have the potential to produce widespread benefits to the economy and society. Proposals are evaluated for technical and economic merit in a rigorous competitive review process.